



NEWS RELEASE

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Municipal Government Week Public Information Banner

Celebrating Municipal Government Week, the City today unveiled a new banner on the Colfax Garage. The bright yellow banner is covered, top to bottom, with examples of municipal government services and activities. The banner reads in bold letters, "City of South Bend; It's What We Do".

"People don't often think about the many services municipal governments provide. From economic development, building neighborhoods, housing rehabilitation, and environmental services to after school programs, senior citizen centers, music, art, culture, sports, and entertainment...the list is overwhelming," said Mayor Luecke. "Our hope is that the banner will spur people to take a moment and think about the depth and breadth of services that the City of South Bend provides."

Municipal Government Week is sponsored by the Indiana Association of Cities and Towns and aims to increase public awareness of local government and the many roles that it plays in everyday life, in the belief that a citizenry involved in and aware of their local government creates a stronger and healthier community.

"We're hoping that this campaign will act as an inspiration or jumping off point for greater participation in local government throughout our community."

The Municipal Government Week Banner also functions as a test run for future banners on the Colfax Garage. For the first time, this week, the city will be able to test installation, marketability and how the space can be used to partner with local organizations to promote community assets and events.